

## WHAT IS CLAIMED IS:

1. A device for dividing and shifting television picture comprises a TV, a Set Top Box connected said TV and a controller wherein said Set Top Box capably converts input analog video signal to the television into output digital video signal to display video picture capably divided into a contracted picture and a controlled picture on the screen, and once the television is switched on, the television screen is always displayed said contracted picture and said controlled picture simultaneously; and said controller have a controlling key used to divide and shift TV picture , when said controlling key is pushed the video picture is displayed into full size on the television screen.
2. The device for dividing and shifting television picture as defined by claim 1, wherein said controlled picture comprises a Tool Bar.
3. The device for dividing and shifting television picture as defined by claim 1, wherein said controlled picture comprises a AD Banner.
4. The device for dividing and shifting television picture as defined by claim 1, wherein said controlled picture comprises a Tool Bar and a AD Banner.
5. The device for dividing and shifting television picture as defined by claim 4, wherein said controller is a remote controller.
6. The device for dividing and shifting television picture as defined by claim 4, wherein said TV, said

Set Top Box and said controller are connected together as a whole.

7. The device for dividing and shifting television picture as defined by claim 5, wherein said contracted picture is with 86% contraction ratio to full screen size.

8. A operating method for dividing and shifting television picture comprise the following steps:

(a)the operation of TV screen displayed can be controlled by a Set Top Box to display a contracted picture and a controlled picture on TV screen, when the TV is switched on by TV user with a controller; and

(b)A signal, emitted from said controller When the controlling key of said controller is pushed by a TV user, is once received to said Set Top Box then to control and shift the picture shown on TV screen size in full screen size.

9. The operating method for dividing and shifting television picture as defined in claim 8, wherein said controlled picture comprises a Tool Bar.

10. The operating method for dividing and shifting television picture as defined in claim 8, wherein said controlled picture comprises a AD Banner.

25 11. The operating method for dividing and shifting television picture as defined in claim 8, wherein said controlled picture comprises a Tool Bar and a AD Banner.

30 12. The operating method for dividing and shifting television picture as defined in claim 11, wherein

said contracted picture is with 86% contraction ratio to full screen size.

13. The operating method for dividing and shifting television picture as defined in claim 12, wherein

5 Once said controlling key is pushed by said TV user again, the picture shown on TV screen is shifted and displayed as said contracted picture and said controlled picture again.

10 14. The operating method for dividing and shifting television picture as defined in claim 11, wherein the area of said contracted picture is used to display general TV program show.

15 15. The operating method for dividing and shifting television picture as defined in claim 11, wherein by way of Tool Bar shown on said controlled picture the TV user can operate the key of said controller to selectively shift the TV screen as computer system otherwise the TV screen is selected to display TV Picture presented in TV system.

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